RISO News Flash

Marketing Services

Reference #M351 May 1999

New Database Selections Available

RISO is pleased to announce that the updated database for use with the Turnkey Direct Marketing Program (Item # 1521) is now available for your use.

The database contains selections in the Education, Religious, Printing, and Associations markets. Any information garnered from this database is approved for your usage until May 2000.

Following please find a detailed listing of the new selections. If you have any questions about the new database, please contact either Robin Mazer of RISO Marketing at 978-739-3559 or Joe Vergolino of Professional Direct at 1-800-777-5478 ext. 11.

Education

Schools:	•Principal by Name •Technology Advocate •Technology Coordinator •Grades K-12 •School Level •Telephone Numbers	•Enrollment Size Codes •School Type (Public, Private, Catholic) •County Coded •Site Based Schools •Grade Span
School District Personnel:	•District Enrollment •Telephone Numbers •Job Description:	•County Coded •Number of Schools per District Superintendents Business Managers/Purchasing Title I Programs Instructional Technology
Colleges & Universities:	•Two Year •Graduate Schools •County Coded •Job Description:	•Four Year •School Type (Public, Private, Catholic) •Telephone Numbers •Enrollment Athletic Director Publications/Information Purchasing Agents Chief Business Officer Associate Business Officer Chief Executive Officer

Religion

- Pastor Name (available on 40% of file)
- Phone Numbers (available on 80% of file)
- Denomination
- County Coded
- Membership Size (available on 50% of file)

1-49	50-99
100-149	150-199
200-249	250-299
300-349	350-399
400-449	450-499
500-999	1000+

Printing

- Contact Name/Decision Maker (available on 85% of file)
- Employee Size
- Fax Numbers (where available)
- Telephone Numbers
- County Coded
- Categories:

Blankbooks & Looseleaf Binders	Legal Forms Mfg.
Bookbindings & Related Work	Color Sprtns-Offset Photo Gravure Mfg.
Greeting Card Mfg.	Offest Reproductions
Engravers/Stationary Mfg.	Color Cards Mfg.
Rotogravure Printers	Calendar Mfg.
Gov./Commercial Printing-Gravure	Commercial Printing-Lithographic
Engravers-Rotogravure	Screen Printing
Commercial Printing-Gravure	Ticket & Coupon Printers/Suppliers/Mfg.
Printers-Business Forms	Business Card Mfg.
Sales & Order Book Mfg.	Stock Certificate Mfg.
Business Forms & Systems	Bank Note Engravers
Manifold Business Forms Mfg.	Commercial Printing
Quick Printers	Commercial Printing/Lithographic
Gift Certificate Printers	

Associations

- Contact Name (available on 40% of file)
- NOTE: Telephone Numbers NOT Available
- County Coded

4 H Clubs	American Business Women's Assoc.
American Fed. State County Municipalities	American Federation of Teachers
American Youth Hostels, Inc.	Assoc. for Retarded Citizens
Assoc. Recreation Council	Better Business Bureau
Big Brothers/Big Sisters	Boy Scouts of America
Boys & Girls Club	Boys Club
Chambers of Commerce	Childrens Hospitals & Medical Centers
Civil Air Patrol	Compassionate Friends
Credit Unions chartered in WA	Cystic Fibrosis Foundation
Daughters of the American Revolution	Exchange Club
Farmers Ed. & Co-op Union	Fraternal Order of Police
Girl Scout Council	Goodwill Industries
Graphic Communications Int'l	Habitat for Humanity
Hotel & Restaurant Employees Int'l	Humane Society
Independent Order of Foresters	Int'l Assoc. of Firefighters
Int'l Assoc. of Lions Clubs	Int'l Brotherhood of Teamsters
Int'l Congress of Parents & Teachers	Int'l Facility Management Assoc.
Int'l Ministerial Assoc.	Kiwanis International
Knights of Columbus	League of Women Voters
Make-A-Wish Foundation	March of Dimes
Meals on Wheels	Montessori Centers

Associations Continued

NAACP	Nat'l Agriculture & Mktg. Assoc.
National Exchange Club	National Org. for Woman
Parents Without Partners	Parent-Teacher Association
Planned Parenthood	Police Athletic League
Rotary Int'l	Salvation Army
Spina Bifida Assoc.	Toastmasters Int'l
Toastmistress Int'l	United Way
Visiting Nurses Assoc.	Womans Club
YMCA	YWCA